

# *The Anatomy of a Six-Figure Product Launch*

**Your Backstage Pass to Our Private Launch Recap Meeting**



**RE** RAY EDWARDS

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**Your Backstage Pass to Our Private Launch  
Recap Meeting**

# Meet The Team



**Ray Edwards is a Communications Strategist, Copywriter, Author, Speaker, and host of one the top iTunes Business Podcasts. He has worked with Fortune 500 companies, and with some of the most powerful voices in leadership and business.**



**Sean Edwards is the Director of Strategic Development at Ray Edwards International. He keeps a steady hand at the rudder of our great company and provides a vital voice in the direction and future of the business.**



**Tami Hyatt is the Executive Assistant to Ray Edwards, but she is so much more than that. She masterfully handles the customer service tickets, imaging for blog posts and podcasts, scheduling, and everything else that keeps Ray Edwards International humming like a well-oiled machine.**



**Marshall Bone is the staff copywriter at Ray Edwards International, as well as a certified word nerd. He is a great encourager as well as a constant source of killer ideas, deep insight, and stellar copy that sells.**



**Matt McWilliams is the Joint Venture Director at Ray Edwards International. Matt runs everything associated with all of our affiliate partners including recruiting, activation, and anything that smooths the path through the mutually beneficial joint venture process.**



# *What This Is All About*

**Imagine sitting in on one of our private staff meetings in which we discuss a product launch. Recently, we held such a meeting and following is a transcript of that conference call. We invite you to “listen” in as we recap what happened in the product launch we conducted in October.**

**We're going to go over exactly what we did, how things went, what went well, what did not go well, and some ideas for improvement in the future. We have another launch coming up, so we're going to be talking about that as well.**

**You may have a bigger or smaller team than we do, or you may have no team. But I think you'll find the content of our discussion useful no matter what situation you're in. As you read on, you'll gain some insights on things you should think about before, during, and after your product launch.**

# *What Went Well*

## **Ray Edwards**

There's a phenomenon that Jeff Walker calls the "launch echo." This refers to the impact that a launch has on future business. It changes the perception of other potential JV partners in the marketplace.. All of a sudden, these people want you to promote their launches. People who wouldn't talk to you before suddenly call you asking for a business relationship. That's been a lot of fun! We've had business come our way that wouldn't have come otherwise. Believe me, there are plenty of benefits to doing a launch. If you're thinking about conducting one, then I encourage you, go for it sooner rather than later. Let me give you an idea on the success of our launch. We did mid-six figures on the launch, which for us was huge deal. We're planning another launch very shortly after recording this. I'm confident we're going to do over seven figures on that launch. Maybe you're on the verge of doing your first or second launch, or you're considering a launch. First, we'll talk about what went well so we can encourage you. Then we'll talk about some of the challenges that we had, so perhaps you can avoid them.

## **Matt McWilliams**

The number one thing that stood out was the competition. This is one of those areas that crosses into that "you can control it, but you also can't control it" territory. What drives competition in JV launches is the contest. You have a leaderboard.

The reality is that all people promoting Ray's course are online marketers. Some courses that could follow the launch model may not consist of primarily online marketers. There might be some more traditional marketers out there, some New York Times bestsellers and whatnot. But all of our people were online marketers. As a group, they're a competitive people--a lot of former athletes and people that worked in lofty positions in corporate America.



# *What Went Well*

## **Matt McWilliams**

**I'm a former golfer and played college and professional golf. I'm competitive by nature. I'm one of those people that, no matter what game it is, if I lose, I'll beg for one more game! I'll play you till 4:00 in the morning. It could be the dumbest game in the world, but I'm competitive.**

**I constantly refresh the leaderboard. I promote stuff just like Ray does. There's a difference between ninth and eleventh place. If you're not in the top ten, you're probably not getting a prize. There's also a difference between fourth and fifth, or third and fourth as Ray knows from a recent launch we both promoted. There's a difference. I don't like losing to people. I don't even like losing to Ray, and I like Ray. I like everybody on the leaderboard.**

**The competition went really well. One thing that you can't control is whether somebody will run away with it. You can't control whether there's a \$1000 opt-in difference between third and fourth, but you can egg them on. We did that really well. We were very fortunate to have a super tight competition from start to finish, and that certainly helped.**

**I'll give you an example. Our top two affiliates early on, John Lee Dumas and Pat Flynn, were literally neck and neck for about 48 hours. We're talking twenty or thirty opt-ins separating them. I think the difference between first and second place was perhaps \$3000, enough money that you want it.**

**I remember specifically at 11pm EST, four hours before the deadline. I texted them both with a screenshot from our Infusionsoft system showing that there were just six opt-ins separating them. These two guys have a difference in list sizes equivalent to one Instagram post. It's not a huge difference. At the time, John Lee Dumas was sitting at dinner with somebody, somebody big, whose name is on multiple books on my shelf. Yet he texted me back and said, "What can I do?"**

# What Went Well

## **Matt McWilliams**

This goes to the service side. I called Ray at 11:00 at night, and said, "Ray, here's the deal. I have an idea. What if we get this to John Lee Dumas?" We created a custom landing for him. I emailed it to him, and he got it out immediately. This whole thing happened within thirty minutes. I think that went really well.

Again, some of that was out of our control. We didn't know whether there were going to be six, 60, or 600 between them. But we really spurred on that competition and used it to our advantage.

## **Ray Edwards**

Yes, absolutely. I would agree with that. But it's funny. You might not think that the contest element would make a difference, especially if a JV partner is making tens of thousands of dollars. You might wonder, "What difference can it make if we offer them a \$2000 prize?" But it makes a huge difference in their motivation because of the competitive element.

Who knows? Perhaps that carrot of a prize offers them the chance to buy something that they wouldn't otherwise purchase. Or maybe it's just the thrill of being number one and the prize is merely the icing on the cake. No matter! The competition just works. I believe it's definitely something you should include in your launch.

*We really spurred on that competition and used it to our advantage.*

*-Matt McWilliams*

# What Went Well

**Matt McWilliams**

Ray, one more thing real quick. You mentioned something there that is critical, and I didn't want to gloss over it. The prize needs to be something that they might never buy for themselves but they really want, like you with the drone. Your exact words were, "I will probably never buy one for myself, but I'll let you buy one for me."

Another example might be an experience like joining a Mastermind with other top performers. I can't just call up somebody's top twenty and say, "Hey, do you want to go Mastermind next week in Atlantic City?"

But if they win they can magically make that happen.

**Ray Edwards**

That's absolutely true. Sean, what about you? What do you think went well?

**Sean Edwards**

I think a lot went well, but the first thing that comes to mind was how nimble we were. We were really going, pushing out promotional materials--videos, emails, and stuff--and we saw, "Oh, this strategy isn't working. We need to switch strategies now." So we did. Within an hour or two, we'd have new content created or a new landing page made or a new whatever.

We were just constantly watching statistics. Everyone was. We had multiple people watching the numbers, seeing what was going on, and we were quick to change.

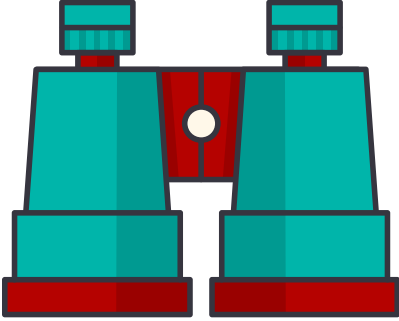
We had Tami sitting there going, "Hey, people are saying they're having a problem with this." So we fixed it. We were able to adjust quickly and accommodate what was going on in the launch to make it as successful as possible in the moment.

I think being nimble is really important, and being open and watching. Obviously, it's tiring. You're clicking the refresh button on stats just to see if things are working, and you spend an hour or two building this new funnel. You're thinking, "Is it going to work? Is it going to work?"

# What Went Well

**Sean Edwards**

Sometimes it does. Sometimes it doesn't. You've just got to roll with it and continue to be nimble and flexible. I think that was one thing we did really well.



*"I think being nimble is really important, and being open and watching"*  
-Sean Edwards.

**Ray Edwards**

Agreed. You've got to know when you're going into such a launch that it's not regular working hours. It's all hands on deck, and it's pretty much 24 hours a day. Because you never know when something's going to go down. The page might go down, or maybe there's a problem with the server, or orders aren't going through.

We had that happen at one point. The merchant account suddenly just started refusing orders, and we had to switch merchant accounts. Fortunately, that was just a technical glitch and not them saying, "We don't like you anymore." All those things can happen, so you have to have redundant backups for your redundant backups.

Tami, what do you think went well during that Copywriting Academy launch?

**Tami Hyatt**

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# *What Went Well*

**Tami Hyatt**

**That is my big thing: the copy. That is what's going to catch people from the beginning and get them to read. They're compelled to read on. If you're catching them from the beginning, they'll read on, and then they'll want your product..**

**Ray Edwards**

**That's so true and, of course, I would say that because I'm a copywriter. But I didn't write all the copy for the launch. Both Sean and Marshall wrote copy for the launch.**

**Tami, I don't know if you'll remember sending me this email, but a very cool thing happened during the launch. One of our customers had sent an email or a support ticket that said, "I just wanted you to know how much I enjoyed getting your emails during this launch." They enjoyed getting our promotional emails about the launch! That is a home run right there.**

**Sean Edwards**

**Tami, you mentioned something that reminded me of another thing that I know went really well. You called people, and then we had a person ... my grandmother ... call buyers.**

**We had her call everyone who bought to see whether they got their login information okay, whether they were able to get into the course, and what they thought of it. She said everyone was super excited. They loved it. They were having fun with it. Of course there were some refunds, but none of it was hostile. None of it was angry.**

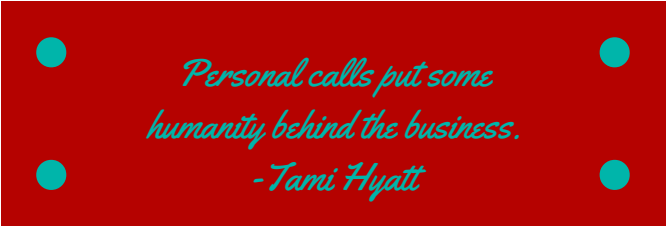
**I just think that human touch of having someone contact them from the business was warm and powerful: "Hey, thank you so much for buying. What can we do to make this experience even better for you?"**

# What Went Well

**Tami Hyatt**

Yes, I totally agree with you. Sometimes I called somebody back because they didn't get their information. I called them just to say, "Hey, I emailed it to you." I can't tell you how many times I heard, "I just really appreciate you calling."

Personal calls put some humanity behind the business. In Internet marketing, you've got to add the human element, because people need to trust you and you're building that trust. When they realize that I'm not just a robot answering their emails, I'm a real person. That removes the impersonal element of being on the Internet.



*Personal calls put some  
humanity behind the business.  
-Tami Hyatt*

**Ray Edwards**

I'm going to jump in here for a second. I know we're not talking about challenges yet, but you raised such a good point, I think it's time to bring this up.

You know, sometimes people get frustrated because they didn't get their password, or they're confused by something, or they accidentally hit the charge button twice and got billed twice. They get upset. I think the reason is they're already afraid they're going to get ripped off on the internet, and they've had such bad experiences with other companies and they don't know how we do business.

To remedy this we have human beings answer our telephones during business hours Monday through Saturday. We have Tami and my mom and we have other people that talk to people on the phone, because we know that human touch is important.

What has your experience been, Tami, with people who send an angry email or an angry support ticket saying mean things, and then you call them? What usually happens?

# What Went Well

**Tami Hyatt**

Their attitude completely changes. It could be either a call or an email, and it's all in the delivery. I'll be honest, if somebody pushes the button a few times and it creates multiple invoices, I do not say, "You did this." That just makes people angrier.

**Ray Edwards**

It's like you're telling them they're dumb.

**Tami Hyatt**

Right. All I do is apologize for it and let them know I fixed it. Their attitude completely changes, and they're so grateful.

I never leave a ticket without something on the end. Even if they say, "Thank you," I make sure to say, "You're welcome."

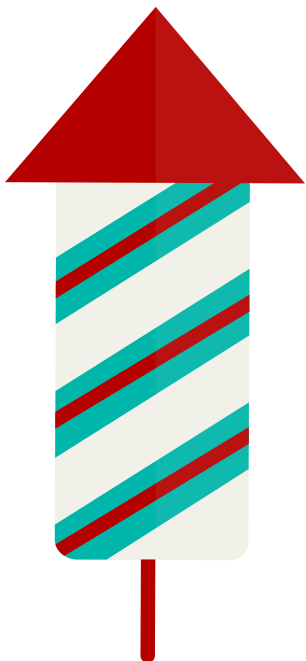
I say, "You're welcome," because I want them to know we're having an interaction here. This is real.

**Ray Edwards**

That's good stuff. One other thing that Tami does that I think is fantastic is that I didn't prompt her to do this. She just started doing it. She will watch the orders, and when she sees that someone initiated a multiple order, she'll just jump in proactively and take care of it.

I know you've done that more than once, and you've contacted people and let them know, "Hey, there was a mistake in the system and it billed you three times. I took care of two of them, so you'll only get billed once. You'll get the money refunded back to your card." That just blows people's minds. The human element is really important.

Speaking of humans ... One of the best humans I know, Marshall Bone, what do you think went well during the launch?



# *What Went Well*

**Marshall Bone**

I think there were several things that went really well. One was the automatic retention machine, or ARM as Ray likes to call it. The ARM is just a thirty day auto responder that we initiated to coincide with the course. As soon as somebody bought the course, they got the auto responders every day for thirty days, which simply encouraged them to take a look. "Here's what's going on inside the module that would correspond to today. Here are some highlights of it." Then it drives them back into the course, so they never feel like they're by themselves. This again provides a bit of a human element on the email side.

That was fantastic. All of those emails were written for strategic influence, so there was a reason behind each one. They weren't just random, "Hey. Hi. How are you doing?" There was a specific reason for each email and I think they worked really, really well.

**Ray Edwards**

Let me just add, those were amazing emails. We had people who said, "I love the emails. Love, love, love the emails." I just have to say good job, Marshall.

**Sean Edwards**

Because Marshall Bone was the one who wrote those emails.

**Ray Edwards**

Here, here. Thank you, Marshall Bone.

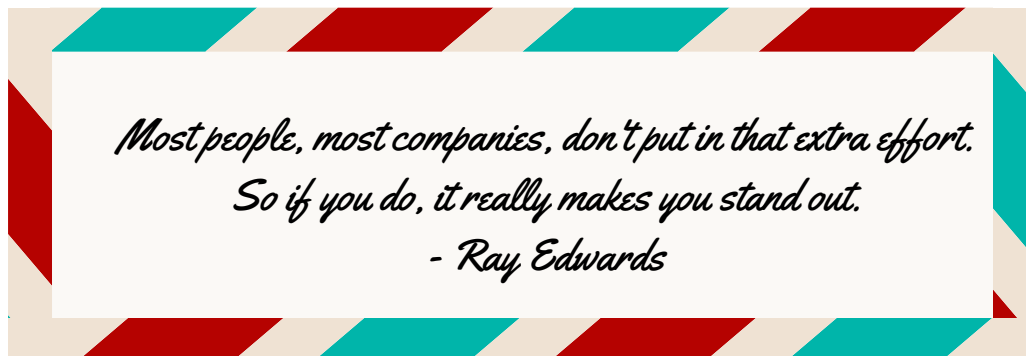
I've actually had people email me, or I was at a conference where I had somebody approach me and say, "Hey, I just wanted to tell you. I don't know how you managed to do it, but those personal coaching emails you sent me every day for a month were terrific! I was blown away by that. Thank you for doing that."

# What Went Well

## Ray Edwards

I responded, "You're welcome. They were automatic, but I did intend them to help you. Apparently they did, so that's awesome." I think the point is it takes some effort to make someone's day and make their experiences superior. Most people, most companies, don't put in that extra effort. So if you do, it really makes you stand out. Of course, if you have a talented copywriter like Marshall Bone creating the sequence for you, it doesn't hurt either.

All right, Marshall, you said you had multiple things to share.



## Marshall Bone

I do, and thank you for those kind words, by the way. I think the greatest compliment that I got from the emails was that people thought it was you writing them. That was the greatest compliment for me.

The other thing I thought we did really well was the Facebook page that went along with the course. That allowed people to interact directly with staff members here at Ray Edwards International--Ray, Tami, and me. Again, they never really felt like they were by themselves.

One of the things that we did was to highlight successes for people within the course. Then we'd post those inside the Facebook group. People could see, "Oh, wow. This is really working for some people."

# *What Went Well*

**Marshall Bone**

The other thing I think we did really well was the webinars, giving people a live opportunity to talk to Ray and Sean. This gave them the opportunity to present their copy for review by Ray himself live on the webinar. Not only did they get their copy reviewed, but those of us who were on the call got to learn from the things that those people did well and some of the things that maybe they needed some extra help on. That was enormous.

Along with that was the fact that there were multiple webinars added, more than what were promised, so people received an unexpected bonus. People got way more value than what they paid for, which gets them talking about the course to the people they know. The next time a future Ray Edwards product comes out, they'll know they're going to get a lot more than what they're investing into this course.

**Sean Edwards**

We called those "live coaching calls." We had webinars during the launch, and then we had six live coaching calls.

If you bought the product, then we'd review your copy. But we did way more than that, because the live coaching calls were fun.

**Ray Edwards**

We love doing them. They're a blast..

**Sean Edwards**

We get to interact with our fans, our clients, and we get to help them out. We get to see some of them grow. They submit one form of their copy. We critique it, and they come back, and we look at it again. We'd respond, "Wow! This is awesome!"

# What Went Well

Ray Edwards

Yeah. It's been fun to watch people progress through that. Part of the fun of this is we really love our clients.

There's a consulting story I tell. I'm going to be very vague about who my client was. I was doing a lot of one-on-one consulting at the time. I went to this client's offices and we were having a discovery day, where I get to know their company and really dig in with the staff and the person leading the company. In this case, the person leading the company was in the meeting. I said, "Tell me about your clients." This person looked down at the desk and sighed, saying, "I don't like them very much." I just stood there for a moment. I said, "Maybe you're in the wrong business then." I knew I was maybe losing a consulting client. I didn't as it turns out.

*We love our clients and we love seeing them progress and succeed, so that's been a real fun part of this whole thing. - Ray Edwards*

# Opportunities For Improvement

**Ray Edwards**                      Let's transition to the things we think could have gone better.

**Sean Edwards**                      We refer to these as "exciting growth opportunities."

**Ray Edwards**                      Yes. You may laugh. And it may seem cheesy, but I think the way you frame your experience determines what you make of it. If you say, "Let's talk about the disasters that happened, or the things that we really screwed up," that puts you in a certain frame of mind that's not very useful.

What is really useful is to look at it for what it is. It's a result that gives you an opportunity to do a better job next time.

Let's start back with Matt. Matt, what could we do better next time?

**Matt McWilliams**

Just to continue what you said real quick ... I suggested that we do a "post mortem," because in corporate world that's what they're called. You immediately responded with, "Post mortem? Who died?" That's a good point. Why don't we just call it a recap? Why don't we just talk for an hour about what went right, what went wrong, what we could do differently.

Let's be honest. Some stuff just went wrong. Like the order page went down. That's huge. But we've done this now and we learned a lot. I'll share three things that were challenges during our launch that taught us a bunch.

First, we set up backup links, which are so simple. You just plan, knowing that something could go wrong. Technology isn't perfect, so we set up a backup landing page hosted on a different domain. To put this into practical terms: If you've got your fancy web host that you put everything on, you also go out and get a \$7/month Bluehost domain that you can put clones of all your stuff on. Now you've got a backup plan when your system fails.

# Opportunities For Improvement

**Ray Edwards**

Boy is that important!

**Matt McWilliams**

Here's the thing. Our average launch will be sixteen days from start to finish. Statistically, something's going to break during that time. It might break for an hour. It might break for three hours. It doesn't matter what system you use, whether it's Infusionsoft, iDev, or any of the other thousands of affiliate systems. When you have that backup link, it's as simple as going in, switching it on your end, and your JV partners never know the difference. It's not down. It's not the end of the world if you get an email from a JV saying, "Your website is down," but it does matter.

**Ray Edwards**

Yes, it does. Just to underline that point. Allow me to interject something. I have a good friend who has a big business, a multiple seven figure business. And recently their shopping cart system went down for eighteen hours.

**Matt McWilliams**

That's a long time.

**Ray Edwards**

They did not have a backup, which surprised me, so they went for eighteen hours in the middle of a launch unable to take orders. He estimated that they lost tens of thousands of dollars during that time. In a way, it's irrecoverable. They did some things to try and make up for it, but this is a really big point you're making. I encourage people to think about what their backups are.

Go ahead, Matt.

**Matt McWilliams**

That was number one. I do want to point out, that we now have all three of these things in place. We're recording this after the launch. We have another launch going on now, and another one coming up, so we've already instituted these changes.

# Opportunities For Improvement

**Matt McWilliams**

The second issue has to do with getting swipe copy to our JV partners in advance. Doing this is very rare, so it impresses them. As somebody in this industry, I'm hoping it becomes less and less rare.

I'm not one of those people who thinks, "I have a competitive advantage and I don't want to share it with anybody." I'm one of those people who thinks, "I have a competitive advantage, and I want everybody else to learn how to do it, because it improves the industry." You know, as the tide rises, so do all the ships. Getting swipe copy to your partners in advance of the launch is not only better for them, but it also lessens your stress.

**Ray Edwards**

Amen.

**Matt McWilliams**

Otherwise, someone is screaming, "Hey, Ray, where's the swipe copy?" But Ray has so many things going on during a launch, how is he supposed to manage that too? It's just stressful! So giving our partners swipe copy up front was a big improvement we made.



A third challenge we faced had to do with commitments from our affiliates. What I mean by that is, we had recruited approximately 120 JV partners who said, "We'll promote Ray!" Great, but only about seventy of them actually followed through.

That's a difference of 50 affiliates. Fewer than 60 percent participated of those who said they would.

What we have learned, and I would highly encourage this, is to get commitments. Robert Cialdini wrote the book *Influence*. If you haven't read it, go read it. It's right up there with Ray Edwards' *How to Write Copy that Sells*, in terms of learning how to be persuasive in an ethical way. In fact, much of what Ray writes about is based in that psychology.

# Opportunities For Improvement

## **Matt McWilliams**

When you ask somebody to make a commitment, it's very different. The example that I use is the difference between saying, "Sure, I'll promote Ray's product," and, "Matt, I'm emailing on Tuesday, March 17, at 7am EST." That is a big difference. I have found in my own life when I commit to sending an email, I'm going to send it. It might be late, and it might not be my best email, but I'm going to send it.

When we establish a commitment, and you say you're going to mail at 7am EST on Tuesday, and I log into the system at noon on Tuesday and see no traffic from you, you have broken your commitment. If this happens, you're going to receive a nice, gentle reminder from me, "Hey, I thought I'd see your email today."

"Oh, I'm so sorry. We scheduled it for tomorrow by accident."

"Great." I expect to see traffic tomorrow.

It may seem like a very subtle difference, but it is the difference between no revenue versus hundreds of thousands of dollars of revenue. That's really what it comes down to.

## **Ray Edwards**

I can speak to that from the other side, because there's a friend of mine who has a promotion that's going on right now. I told him some time ago, "I'll email on that for you." Honestly, I forgot about it. It wasn't that I didn't want to mail it. I just forgot about it.

He sent me an email yesterday that said, "Hey, remember you said you're going to mail for this? When are you going to mail? Here's some swipe copy in case you need something to start from. I know you write your own copy, but I thought it would be helpful just to give you something to start from."

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I was very embarrassed and told him, "Friend, I'm sorry that I forgot, but I'm going to take care of this. I'm keeping my commitment." I wasn't annoyed. He wasn't bugging me.

# Opportunities For Improvement

**Ray Edwards**

When you ask somebody to make a commitment, it's very difficult. I thought to myself, "Oh, I made a commitment. I need to follow through on that." Getting a commitment is a very effective and powerful tool. It serves everybody. It helps him, it helps me, and it helps the industry in general to be more professional.

Great point, Matt. I learned this from you. You're the first guy I ever heard talk about this, as simple as it seems.

*Getting a commitment is a very effective and powerful tool. It serves everybody. - Ray Edwards*

**Matt McWilliams**

I have one more point to make on this issue. Sign up for your affiliates' email lists. I'm on more than 1000 email lists. This is what I do for a living.

Most of those go to an email address that is not the email address that I check regularly. I sign up using an email address that I've specifically set up for that purpose.

That said, during a launch, I go sign up for our JV partners' email lists. When they send, these go into a certain folder. It's not like I'm checking it all the time, but it helps me determine whether they've mailed yet or not I could get that information from traffic, but this is a little quicker. Just because you emailed at 7am doesn't mean I can expect traffic from you by 7:02.

# Opportunities For Improvement

**Ray Edwards**

Not only that. There's one more effect this has. I notice when JV partners and significant players in the market sign up for my list. I see their name go through, so I'm paying attention. I realize that if I told Michael Hyatt I'm going to email about his new book, and I notice he's on my email list( which I know he is) then you can be sure I'm going to follow through on that commitment. He didn't have to say anything to me. I simply think, "Michael's on my list. He knows." So this is powerful both directions.

**Matt McWilliams**

I'm on a roll here and just thought of one more way to help your JV partners follow through. This is something that we just started doing, and it's working.

When you subscribe to their list, if they are scheduled to mail on Tuesday, and they send an email out on Monday about something completely different, reply to that email. Just say something like, "Hey, that's cool." Or, "Great email!" Anything like that just to let them know you're interested and aware of what they're doing.

Doing this serves as a trigger. You don't have to remind them that they're supposed

to mail out tomorrow. Then during the launch, do the same thing again and you're likely to get some extra stuff from them.

**Sean Edwards**

That brings the human element back into it like we were talking about earlier. The human element not only pertains to clients, but with your JV partners as well. You're building a connection with your partners, and if they feel more connected to you, they're going to be more excited about promoting you.

**Ray Edwards**

That's good stuff. See why we love Matt so much?

**Sean Edwards**

Yeah, totally.

# Opportunities For Improvement

**Ray Edwards**

He's brilliant. Okay, Sean, what do you think could have gone better?

**Sean Edwards**

I have a couple of things. First off, I'm going to start small and then we'll zoom out. If you can afford it, and you can find a talented person, you need to have a full-time web developer on call beforehand and through the entire launch. I don't know how much time we spent rebuilding pages on the fly. Like I said earlier, it's great to be nimble, but nimbleness can only go so far. Nimble also means that we have to shift strategies sometimes.

Sure, I can muddle my way through it, and a lot of us that are in the online marketing world can. We know enough about lead pages and a little bit of HTML that we can kind of get it to work. But we burned perhaps four-to-five times as much time as was necessary on that.

If we had just had someone we paid full time for that three- or four-week period, from beginning to end to bookcase the actual launch, things would have gone much smoother. Professional web developers know CSS. They know HTML. They know Java. They know all that stuff, and they can make it work.

I think that's an asset that I would highly recommend. If you can find that person, and you can afford it, it will save you time and money. Because while you're spending two or three hours trying to build or fix a page, you're losing sales.

As an example of that, we had a nice sales page made, but we needed to put a different kind of video on it. I spent hours and hours trying to build the right page. Then when I finally thought that we had it right, and it was live, and the cart opened, and we were making sales, and it was going great. But then we got an email from one of our affiliates saying, "Hey, when you open this thing up on your iPhone, it looks terrible. I'm not going to send people to this." I opened it up on my phone and, sure enough, it looked terrible!

# Opportunities For Improvement

**Sean Edwards** Then I had to spend several more hours trying to decipher the CSS and the HTML to get it to work right on a mobile. When I finally got it to work, it was perhaps 90 percent better. Most people probably wouldn't know the difference, but we did. It was not up to snuff. That's because I'm not a web developer.

**Ray Edwards** I think that was Cliff Ravenscraft, who pointed that out to us.

**Sean Edwards** I Yes, it was.

**Ray Edwards** He's a dear friend. I love him like a brother and he doesn't pull punches when things are not right, which is what I love about him. I'm glad he called us, but it was embarrassing. We had to fix it!

**Sean Edwards** Hiring a web designer for a launch is a tactical move. If you can do it, I would highly recommend it.

Second, from a strategic viewpoint, really look at how your clients interact with you. I know that when you're doing a JV launch, their people don't necessarily know you, so they don't have a history with you. But you probably have a way that you interact with your customers most often.

For us, it's webinars. That's just what we've found. Webinars work. They're interactive. They're live and they're fun. We can hold a Q & A section and we can do all sorts of stuff. We sell from webinars. Sometimes we just do awesome webinars that don't sell anything. It's how we work.

*Hiring a web designer  
for a launch is a tactical move.  
Sean Edwards*

# Opportunities For Improvement

## Sean Edwards

Initially in our launch, we implemented three-to-four video series that's pretty normal in the launch world. This is the format that Jeff Walker pioneered. We can do these videos well, but that's not how people were used to interacting with us. They just weren't working that well. They worked somewhat, but not great. So midway through the launch, we changed and switched to webinar promotions.

We said, "Hey, let's get on a webinar and talk about copy." We would do a really good teaching segment for 30-45 minutes, and then we would pitch the Copywriting Academy for five, ten, or fifteen minutes. Then we would do Q & A's. Those converted like gangbusters. This addresses not only how our clients are used to interacting with us, but how we most are comfortable interacting with our clients.

We can do videos. We do videos all the time. We love videos. We love the three-to-four video launch sequence. It works great when done well and appropriately. But we do better with webinars. That doesn't mean we're not going to use videos in the future; we are.

## Ray Edwards

I think that's the whole point of this exercise and you make a We didn't know. We did those videos and, now looking back, we've got a lot more experience with video.

We know what we want to do in the next launch, so we're going to do that consummately better, but these are the kinds of things that you learn.

And if your customers are used to communicating with you in a certain way and vice versa, then you need to make sure you incorporate that into what you're doing.

# Opportunities For Improvement

**Sean Edwards** Yes, we're going to do videos for the next launch. But I also plan to integrate webinars heavily into the launch-and not as an after-thought. The webinars are going to happen.

**Ray Edwards** They're part of the plan.

**Sean Edwards** Right.

**Ray Edwards** Marshall, what do you think could go better in the next launch?

**Marshall Bone** I think there's a couple of flips to the things that I thought went really well. The first one, in the Facebook group is a part where I personally dropped the ball. My responsibility during the launch and then post-launch was inside the Facebook group. I got busy in my own practice and started to neglect the Facebook group, and engagement went down. The other side of that was, it increased the workload for Tami.

If you're going to make a commitment to do something inside your launch, make sure you're diligent to follow through on that. Life does get busy. It throws you curve balls. You have other side projects and things that you're doing, but understand that your responsibility is to the people that you made a commitment to.



*If you're going to make a commitment to do something inside your launch, make sure you're diligent to follow through on that.*  
-Marshall Bone

Make sure you follow through on that and be diligent with that.

That was something that I dropped the ball on, and I make absolutely sure that won't happen again. I also feel bad for Tami. I'm sorry, Tami. My mea culpa here publicly.

# Opportunities For Improvement

**Marshall Bone**

The other issue had to do with the webinars. This was a case of not knowing what we didn't know. That was teaching our audience how to engage with us, with the copy that they wanted us to take a look at or anything else. We didn't communicate clearly enough to them when they needed to have it to us, what exactly we were going to do.

The first few coaching calls we did, people didn't know they could turn their copy in to us for us to evaluate. And we didn't know they didn't know this. They also didn't know when they needed to have it in to us.

**Ray Edwards**

That was a learning curve for us. We needed to let them know to turn in their copy a week in advance. We wanted a chance to look at it before we got on the call, so we could give intelligent responses.

**Marshall Bone**

Some people got frustrated by that, and reasonably so.

**Ray Edwards**

That's definitely an area that we've already improved and will do a much better job in the next iteration for sure.

I just want to point one thing out. I think what you'll notice is we've all talked about mistakes that we've made, and that's okay. Part of making a team like this function is for it to be a safe place for people to grow.

Part of growth is making mistakes, and it's okay. Obviously it's not okay to make the same mistake over and over and over again. We provide a safe environment for our team, and I think it's important you create an environment like that too or you're going to have much bigger problems.

# Opportunities For Improvement

**Sean Edwards**

People have to feel safe to say, "Oops. I screwed up." But you also have to have people on your team that aren't irresponsible. When they say, "Oops, I screwed up," they also say, "But I already fixed it," or "I'm working on it," or "I have an idea on how to fix it." That makes a powerful team.

**Marshall Bone**

That was a learning curve for us. We needed to let them know to turn in their copy a week in advance. We wanted a chance to look at it before we got on the call, so we could give intelligent responses. Ray, I'd like to mention one of the innovations we made that ties into what you just said.

We did this live leaderboard on the partner website and refreshed it every couple of hours. Ray and I had asked ourselves, "What are our pet peeves in a launch as a JV?" The issue that bugged us would be having to wait 24-48 hours for a leaderboard. Maybe we're the only two people who feel this way, but we're probably not. So we posted a live leaderboard.

Just from a practical standpoint, we have a virtual assistant who went in, copied and pasted, edited the leaderboard to make it pretty, and put it in there. It didn't take much effort. It cost a few bucks a day to have it done.

The point is, we experimented with that. I told Ray from the get go, "Here's something I'm going to do today. We're going to do it through the end of the launch. It might be the single dumbest thing I've ever thought of in my life. It might be a waste of time. It might be a terrible idea, and it could even backfire."

But Ray agreed, "Let's do it!"

The point is, if we hadn't done a live leaderboard, we might be talking about improving our process by doing one. Instead, everybody's copying that now. What a cool thing! We just did this in October and a lot of people are offering a live leaderboard now.

# Opportunities For Improvement

**Ray Edwards**      The people who are not doing it, have very frustrated affiliates. They're asking, "Why don't we have a leaderboard?"

**Marshall Bone**      Exactly. Now, four months later it's an expectation in the industry. How does that even happen? It happens because we tried something with the realization that, as Seth Godin loves to say, "This might not work."

The funny thing is, nearly all these things that we could have done better were things we tried. For instance, we tried having Sean being the web developer. It didn't work. But a lot of the stuff we tried did work. My advice to people reading this is, if it doesn't work, stop doing it.

The last thing I would add is to be gracious with yourself and your team during a launch. Things are going to go sideways, guaranteed. No matter how well planned it is, something is going to go sideways.

One of the cool things about this particular team is we have a lot of fun together. And when we do mess up, it's a safe place. We can admit, "I'm not going to do that again." Make sure you cut yourself a lot of grace, because it's going to happen. It means things are growing and you're doing good things.

*"Be gracious with yourself and your team during a launch." Marshall Bone*

**Sean Edwards**      I think that's an excellent point, because I know it happened to me. I don't want to speak for Dad, but I'm going to. It happened to my dad. It happened to Matt.

# Opportunities For Improvement

**Sean Edwards**

When you make a mistake, it's super easy to start beating yourself up. If you beat yourself up, you don't perform well. You can't think well. You don't problem solve as well. Being down on yourself is like an anchor that pulls the whole thing down. It slows your ship down and slows down whatever needs to happen. That nimble thing I was talking about goes by the wayside.

I think that's an excellent point, Marshall. Not only do you need to have a team that is healthy and open in their communication, but you need to extend grace toward yourself. Like you said, things are going to go sideways. What's that quote about a plan?

**Ray Edwards**

"No battle plan ever survived first contact with the enemy," I think was the quote. It's not that your customers or your JV partners are your enemy. The point of the quote is that however good your plans are, when you launch you will have to adjust them.

Tami, I'm sure you have a thought or two about things that could go better next time.

**Tami Hyatt**

There are a couple things that I've been thinking about. It's not that we didn't do them well. It's more that there's always room for improvement. One thing we can improve on is communication. Honestly, we have been transitioning and communicating better with our current launch. That is something that I think is essential, so this is more informational for people who are going to be launching.

Communication is huge. If you have an email that you're going to send, or you're changing something, you want to let the team know, so that we know how to handle it. If something goes wrong, or even when it goes right, it's still good to know what's happening. You don't want a team member inadvertently "correcting" something that was intentional just because you failed to communicate with them.

# Opportunities For Improvement

**Ray Edwards**

That's Tami's really nice way of saying, "Ray did a lot of stuff that he never told me about in advance."

**Sean Edwards**

A couple of days ago, I had to say, "Oops, I think I made a mess, Tami. I was trying to be helpful, and I went in and tried to fix this guy's order, and I think I screwed it up."

The lesson here is customer service people don't like surprises. Like, "Oh, hey, we changed the price." "What? Thanks! You could have told me!"

**Tami Hyatt**

That's my other thing and this is personal. You've got to go with the flow. You never know what's going to happen. I'm speaking to the "Tami's" of this world.

There are two things: Be flexible and communicate well. And then add a third: Be prepared.

This launch was my first big launch. I had been through small email launch sequences for affiliates, but this was a big launch and I had no idea what to expect. Now going forward, I know more of what to anticipate.

The cool part is, because we've been through it once, a lot of the glitches have been ironed out. But there will always be new challenges, so you have to be flexible. You can't let them bug you. You've just got to say, "You know, these things happen. I'll fix it and move on."

For people who are doing what I do, that is my best advice. Just go with it and don't get frustrated, because it's all going to be fine.

**Ray Edwards**

Tami, that was lovely.

# Opportunities For Improvement

**Sean Edwards**

Tami, you just triggered a thought with me. I know that this is a problem with a lot of people who have these kinds of businesses online. My father and I were just talking about it this morning. The issue is having a customer service rep monitoring failed payments. Because we didn't do that.

At one point during our launch, I realized that we didn't have a system in place. Tens of thousands of dollars were left on the table, because payments didn't go through. Now, we have an automated system to flag those payments. But when you have thousands and thousands of people, running through your launch funnel, one person can't oversee all that.

In the future, we're looking at bringing on a temporary person. So every time someone's payment fails, this person will pick up the phone and say nicely, "Hey, we noticed your payment failed. These things happen. Is there anything we can do to help you out? We want to make sure you get access to your product."

That's a real small tactical change, but the result could bring in a lot of money that would otherwise be lost.

**Ray Edwards**

Don't just assume that your shopping cart takes care of it. We experienced a situation where the shopping cart sent an email that said, "We couldn't charge your payment." It did that three times and then it was done. There was no follow up. Nobody got alerted to it. That is something that you've got to really pay attention to.

*"Don't just assume that your shopping cart takes care of it."*

*Ray Edwards*

# Summing It Up

**Ray Edwards**

We're running close on time here, and I want to do one more round where if anybody has something that you thought of that you just feel like, "I have to say this before we're done." I'm going to give you a chance to do that.

Let's start with you, Sean.

**Sean Edwards**

The only other thing, I've got to thank Marshall for bringing up. This is another dynamic with regard to extending grace within the team. In the heat of the launch, sometimes we are not as grace filled as we could be. Mistakes happen, and we get irritated with whoever was responsible. I know I've done it and people get irritated with me as well.

If something happens, and I get a curt response from someone, I've got to realize that we're all under stress. I've got to apologize for that later if I am the culprit, because we need to make this a safe place. Not only do you need to create an environment that's safe, but you need to create an environment that's safe when all hell breaks loose.

**Ray Edwards**

That's deep. That is a good word right there. Thank you, Sean. Marshall?

**Marshall Bone**

On a macro scale, you want to make sure that you understand that a launch is like an adventure. Occasionally you're going to lose the trail, and you're going to run into some crazy people in the forest that are trying to hurt you. You just have to understand that this is just part of the adventure.

If you're going to do a launch, things are going to happen. Just understand that it's an adventure, and adventures are supposed to be fun, so make it fun. If you can't make it fun, you need to really take a look at whether this is really something that you should be doing.

# Summing It Up

**Marshall Bone**

It needs to be a joy-filled experience where everybody wins. Your customer wins, your team wins, your affiliates win, you win, and your bottom line wins. Just embrace the adventure.

**Ray Edwards**

For sure. That's a good point. I feel like I should play the opening sequence to the original Indiana Jones movie now. "Snakes, why did it have to be snakes?"

All right, Matt.

**Matt McWilliams**

I'm just going to share three tactical things very quickly here.

One is just understanding the value of a launch. Ray, you touched on it, but I want to make it clear that one of the biggest things that comes out of a launch is momentum. You think of launch as ending. No it doesn't. Not only do you have your next one, but there's some serious momentum caused by the previous one.

I won't tell the whole story, Ray. It's not my place. But you went to a conference the day after your launch, and it was the talk of the participants there. That's the beauty of it, is they're talking about it. They can't promote the launch that just happened, but they're talking about promoting what's coming up. One of those people promoted something recently, and made you money. There is that momentum.

Another side of momentum is that we started the launch with 120 affiliates. We ended it with 145. You can do the math. That's 25 that jumped on board. We didn't do anything to get those 25. Those came as a result of the momentum. When everybody is promoting something, you want to be a part of it. None of those 25 got active in that launch, but they're in our system. A few of them, I know for sure, are active right now. That's the beauty.

# Summing It Up

**Matt McWilliams**

The second thing we sort of touched on earlier with the video and the webinars. Different people have different modes of learning, so in your pre-launch content, and in your course content, make sure that you provide different modes to accommodate everybody.

*Different people have different modes of learning...  
make sure that you provide different modes to  
accommodate everybody. - Matt McWilliams*

I'm not an e-book reader. I don't download them, and I don't read them. I have one Kindle book that I've half read. It's just not the way my brain works. I'm not really big on watching video series. I opt in to a few, because of what I do for a living, but I don't really watch them to learn. But I love webinars and I love audio.

There are four modes of learning. Give the readers something to read. Give the webinar people something to webinar. Give the video watchers something to watch. Give the audio listeners something to listen to. Don't just have the video, but have the audio download as well. Because I'll throw that thing on and listen to it before I'll ever watch the video.

Thirdly, on the webinars, one thing that we did was tactical and planned. (We're opening the curtain a little bit here.) We announced two webinars knowing full well they were going to fill up. What did we do? We announced a third.

Why didn't we just announce three in the beginning knowing full well that they'd fill up? Because of momentum. We were able to announce, "The first two webinars are so full, we're having to add a third."

# Summing It Up

**Matt McWilliams**

What does that say? It says that this is so popular that I want to be a part of this, too and I'd better opt in now or I'll lose out! It builds momentum not only for the customers, but for your partners as well. That's a tactical thing. If you have the ability, announce fewer than you're actually going to provide, and then add more.

**Ray Edwards**

Absolutely. That's good stuff. It goes without saying, you want to be truthful about it. The way to be truthful is to do what we did. Figure out what you're going to do for sure, and then hold back, because you don't know. We didn't know for sure that we were going to need the third webinar. We thought we might, but we weren't certain about it. It was definitely a decision we made after we realized we needed to make it, but we planned ahead for it as well. You've got to think about it in those terms.

Tami, any last thoughts that you have before we wrap up?

**Tami Hyatt**

I am just going to circle back around to what Sean said about grace and what Marshall said about having fun. You're going to deal with a lot of different types of people, and sometimes you've just got to take yourself out of it and flood people with kindness.

You're going to get those emails that are not going to make you happy, and I know all of us get them. Our response to those emails is what turns this around and makes your job fun. Then all of a sudden, you've changed the attitude of somebody else. The way I approach these launches is to take nothing personally. It's not me they are frustrated with. You just have to be kind to people and move forward.

Mistakes are going to happen, and you learn from them. Mistakes are great, because how would you discover a better way if you didn't make them? Look at mistakes as an opportunity to learn and make your next launch that much better.

**Ray Edwards**

Amen. That's well said.

# Summing It Up

Ray Edwards

As kind of a wrap up here, I'll say that we just finished talking about mistakes and improvements, and things like that. It's important when you have this kind of meeting with your team, and you go over all that stuff, to zoom back out and remember, "Hey, we had a really successful launch. We did mid-six figures. We're going to do over \$1 million dollars in our next launch. We're going to have more partners. We're going to have bigger prizes to give away. We're going to create more value for our customers. We're going to deliver a better product for our customers, because of all the stuff we learned."

It's important to not focus solely on the negative. Yes, you need to spend time thinking about how you can improve and how you can prevent things from happening that came up the last time. But then it's really important to zoom back out and remember, we hit a home run. Even if you're doing your first launch and a home run for you is \$10,000, then celebrate that home run and you can think about the next one.

I would encourage you to stay positive, to look for the growth opportunities, and to maybe read this more than once.

I just want to say to all of my team, thank you not only for the contribution that you've made to the business and to the team, but the contribution that you make to my life. Your relationships with me have improved and enriched my life.

I also want to thank my team for doing this call. What's interesting is I was a little guarded about sharing all of our mistakes. After all, how does that make us look? But we did, and I think it makes us look great, because it's being transparent. We're sharing with people. We're helping other people avoid those pitfalls and do a better job on their launches.

Something that Matt said really triggered me earlier. He said, "We don't have competitors that we're trying to keep an advantage over. We're trying to share everything we have to make us better and to make the industry better. That way everybody wins." I love that. I love that about every one of you, so thank you so much!